

## Press Release

Geneva, April 20, 2026

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# A Record-Breaking Edition That Establishes Geneva as the World Capital of Watchmaking

The 2026 edition closes with a highly positive outcome and outstanding results. A record number of exhibiting brands, exceptional attendance, and vastly expanded international reach confirm the event more than ever as a major cultural player and a true emblem of the watchmaking ecosystem. Driven by the event's momentum, the enthusiasm of younger generations, and the unprecedented programming of the Montreux Jazz Club, Geneva reaffirms its status as the world capital of watchmaking. Innovation, emotion and transmission resonate far beyond the event itself.

The 2026 edition raised the game, driven by steadily increasing figures: nearly 60,000 unique visitors (+9%), 25,000 tickets sold over the three public days (+9%), 1,750 journalists (+9%), 6,000 retailers, and more than 10,000 people who took over the city centre throughout the week. Registrations for product presentations, guided tours and other brand activities were snapped up, with some sessions fully booked even before opening day. Younger generations were also out in force. Far beyond a simple showcase, the salon is asserting itself as a true cultural venue, where experience, emotion and passion are shared. According to Cyrille Vigneron, President of Watches and Wonders Geneva Foundation: "The success of Watches and Wonders Geneva shows that watchmaking can be exclusive but not excluding, inviting but not banal."

The Salon brought together in Geneva the very best of the watchmaking industry: brands, retailers, media and clients from around the world gathered around major launches, exceptional timepieces and world premieres. Driven by the presence of numerous celebrities – Federica Brignone, Patrick Dempsey, Roger Federer, George Russell, Jannik

Sinner and Usher – by extensive media coverage and by striking creations, the 2026 edition generated extraordinary international resonance, reaching nearly 1 billion people, i.e. 900 million (+29%), with the hashtag #watchesandwonders2026.

**A Salon in full effervescence, resolutely experience-driven**, expressed through numerous spaces dedicated to innovation and craft demonstrations. The event also strengthened its educational dimension, addressing families and younger generations in particular. The Tic-Tac area, the workshops of the Watchmaking Village and many engaging activities were met with resounding success. Geneva vibrated to the rhythm of a Salon that has become a true place of transmission, emotion and discovery of today and tomorrow's watchmaking.

**True stars of the Salon, the new creations and iconic pieces captured all eyes.** The 2026 edition highlighted the fundamentals of watchmaking: two or three-hand watches, ultra-thin pieces, skeleton movements, vintage inspiration and more compact dimensions. Models were designed to be gender-neutral, while colour emerged as a key differentiating factor. On the technical front, chronographs and perpetual calendars dominated the complications, the tourbillon continued to fascinate, métiers d'art stood out, and titanium, steel and ceramic established themselves as reference materials.

**The event reached a new milestone by taking over the city centre:** the unprecedented programming of the Montreux Jazz Club was sold out every evening, spotlighting young talents from the music scene such as Geneva-based artist *Vendredi sur Mer* and the Brussels quartet *Tukan*. More than 5,000 people attended live concerts. The Watchmaking Village, buzzing boutiques and a festive atmosphere set the heartbeat of Geneva to the rhythm of watchmaking for an entire week. The traditional Thursday night opening drew record crowds, transforming the city as never before.

See you in spring 2027 for the next edition!

## EXHIBITING BRANDS

A. LANGE & SÖHNE | ALPINA | ANGELUS | ARMIN STROM | ARNOLD & SON | ARTYA GENEVE | AUDEMARS PIGUET | BAUME & MERCIER | BEHRENS | BIANCHET | BREMONT | B.R.M CHRONOGRAPHES | BVLGARI | CARTIER | CHANEL | CHARLES GIRARDIER | CHARRIOL | CHOPARD | CHRISTIAAN VAN DER KLAUW | CHRONOSWISS | CORUM | CREDOR | CYRUS GENÈVE | CZAPEK & CIE | EBERHARD & CO. | FAVRE LEUBA | FERDINAND BERTHOUD | FREDERIQUE CONSTANT | GENUS | GERALD CHARLES | GRAND SEIKO | GRÖNEFELD | HAUTLENCE | HERMÈS | H. MOSER & CIE. | HUBLOT | IWC SCHAFFHAUSEN | JAEGER-LECOULTRE | KROSS STUDIO | LAURENT FERRIER | L'EPEE 1839 | LOUIS MOINET | MARCH LA.B | NOMOS GLASHÜTTE | NORQAIN | ORIS | PANERAI | PARMIGIANI FLEURIER | PATEK PHILIPPE | PEQUIGNET | PIAGET | RAYMOND WEIL | RESSENCE | ROGER DUBUIS | ROLEX | RUDIS SYLVA | SINN SPEZIALUHREN | TAG HEUER | TRILOBE | TUDOR | U-BOAT | ULYSSE NARDIN | VACHERON CONSTANTIN | VAN CLEEF & ARPELS | ZENITH |

## ABOUT WATCHES AND WONDERS GENEVA FOUNDATION

Created in September 2022 on the initiative of Rolex, Richemont and Patek Philippe, *Watches and Wonders Geneva Foundation* (WWGF) is a non-profit foundation based in Geneva. Chanel, Hermès and LVMH are also members of the WWGF Board. The Foundation's mission is to promote watchmaking throughout the world by organizing Watches and Wonders Geneva.

More info at [watchesandwonders.com](https://watchesandwonders.com)

Download the press release, photos and videos at [mediacenter.watchesandwonders.com](https://mediacenter.watchesandwonders.com)

Video highlights on [official B-roll footage](#)

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